## Amendments to the Specification:

Please replace paragraph [0012] with the following amended paragraph:

[0012] "Control" relates to the ability, when ~~direct~~directing visitors to a provider's Web site, to send them to the appropriate "landing point". That is, send them to the most appropriate page rather than just to the Home page of the Web site. This is often a difficult task, especially when it is desired to change the page to which to direct visitors. In some cases, this is just not possible. For example, with search engines, if a page is indexed, the URL to which visitors will be directed cannot be "changed" at all. Similar cases with varying degrees of difficulty can be made for banner advertisements, affiliate links and promotional emails.

Please replace paragraph [0025] with the following amended paragraph:

[0025] A user types a URL into ~~their~~his browser;

Please replace paragraph [0048] with the following amended paragraph:

[0048] IXC Engine 10 interacts (via a browser not depicted) with a customer or prospect 22 when ~~they click~~he clicks on a link 24 that has been created through the IXC Engine 10 and then distributed across the Internet via Banners 26, Affiliate Links 28, search engine results 18 or E-mails 30. Whenever a customer or prospect 22 clicks on one of these links 24, they are redirected to the appropriate page on an actual web site 20.

Please replace paragraph [0054] with the following amended paragraph:

[0054] "Return headers" are one part of the package of page content that the ~~processes~~process needs to generate. Specifically, the "return headers" contain information about the content, rather than being the content itself.

Please replace paragraph [0083] with the following amended paragraph:

[0083] Step 420--Determine whether the incoming request ~~indicate~~indicates a previously tagged visitor.

Please replace paragraph [0084] with the following amended paragraph:

[0084] Step 430--If the answer to the query of Step 420 is "no", then create a new tag for that visitor and include it ~~in their~~in his return headers. Thus, when this visitor returns ~~they will~~he will do so with this tag.

Please replace paragraph [0101] with the following amended paragraph:

[0101] Step 545--As a number of ~~URL's maybe~~URLs may be chosen at this stage-- choose a valid one using the appropriate mechanism (random or round-robin) from the valid URLs.

Please replace paragraph [0126] with the following amended paragraph:

[0126] All ~~of information~~of the information described above can be generated in simple report formats in real time to show the most up-to-date state information. Aggregation of all the data, or select portions such as groupings of traffic channels data, may be performed to provide this information on a daily, weekly or monthly basis. Consequently, a detailed "media-mix" analysis can be performed to provide accurate cost benefit analysis across all traffic channels based on cost of acquisition (e.g. cost of banner advertisements) and their value (e.g. value of each sale where a sale is marked as a conversion).

Please replace paragraph [0130] with the following amended paragraph:

[0130] A plug-in is required when IXC Engine 10 is operating on the same Web server as the web site 20 to which it is redirecting traffic. This plug-in is needed to differentiate which requests are coming to IXC Engine 10 and which should be passed onto the Web site 20. This is determined by the URL requested. If the URL requested is one used by IXC Engine 10, then it is handled by IXC Engine 10, otherwise ~~it handled~~it is handled by the Web server as it would have normally.

Please replace paragraph [0133] with the following amended paragraph:

[0133] The ability to differentiate agents and spiders and thus identify human visitors (customers or prospects 22) is accomplished by examining the User-agent tag and the IP address of the HTTP request. Signature database 34 stores both pieces of information ~~accepts~~and accepts frequent updates to keep this data fresh. An example of an extract from signature database 34 is shown below:

Please replace paragraph [0138] with the following amended paragraph:

[0138] A key feature in the process of generating optimized dynamic pages, ~~usuallu~~usually for search engine spiders, is the use of templates. Templates dictate how information is presented and thus what information is needed either from a database or from the provider of a Web site 20 through GUI 12. Each template has placeholders for dynamic content placed in careful locations within an HTML (Hyperlink Text Markup Language) page. Some of the typical pieces of information required include:

Please replace paragraph [0189] with the following amended paragraph:

[0189] In the first example, a match will occur whenever a URL has "Wright" in the midst of the IXC URL. This will then cause a Redirect URL to be generated using Author's surname that comes from the database entry for that record (the correct record is chosen based on the primary key information held in the ~~IXC URL.~~IXC URL).

Please replace paragraph [0194] with the following amended paragraph:

[0194] Whenever any visitor clicks on the URL http://www2.example.com/active/offers.htm, (this ~~URL maybe~~URL may be embedded in a banner advertisement, affiliate link, email or a search engine result) they will be taken to one of the three "offer" URLs within the www.example.com website--chosen at random.

Please replace paragraph [0198] with the following amended paragraph:

[0198] In this example, a list of static URLs(use the previous example's list) is appended with a threshold value and a page marker (described in a later section) that indicates a successful conversion. A successful conversion therefore, is a visitor clicking ~~thring~~ through this URL (http://www2.example.com/active/offers.htm) and (during the same online session) arriving at the indicated page.

Please replace paragraph [0199] with the following amended paragraph:

[0199] In this example, a threshold of "3" is set, and a selected ~~page is marked~~page is marked. Since either Random or Round Robin may be used to select the next Redirect URL initially, it is assumed that Round Robin has been selected. If the selected page is reached by any visitors, a counter is updated for that redirect URL. The following table shows an example of some interactions. For ease of depiction, the Redirect URLs are abbreviated as follows: "http://www.example.com/testoffers/offer1.htm" is depicted by "offer1.htm". Also, "counter1" will signify the counter associated with offer1.htm, "counter2" will signify the counter associated with offer2.htm, and so on.